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College of Hospitality Management Newsletter

College of Hospitality Management

Winter 2016

Hospitality News, Winter 2015-2016

School of Hospitality - Providence

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HOSPITALITY NEWS

Travel Visionary Visits Campus

Bruce Poon Tip, founder and CEO of G Adventures, delivered an inspiring speech to more than 400 students and faculty in Schneider Auditorium. He was invited to campus to be recognized as the School of Hospitality's 57th Distinguished Visiting Professor. Poon Tip, an advocate of sustainable tourism and travel social entrepreneurship, founded G Adventures in 1990 when he was just 22 years old. He refers to this time period as the "golden age of traditional tourism." The cruise industry was growing, as was the all-inclusive resort. Companies were doing everything they could to provide consumers with all the comforts of home, giving them no reason to break out of their comfort zone and explore the local culture around them.

At G Adventures, Poon Tip explained, the goal was not only to fully immerse travelers in the culture of the areas they visit, but to have a positive impact on the local economy. "Out of every \$100 spent, only \$5 remains in the local economy," he said. "We need to care as an industry. We need to view tourism as a vehicle for social and economic change. Tourism can transform lives. Tourism can be a source of good. I'll leave you with one final thought," Poon Tip said, wrapping up his presentation. "There is

no faster path to peace than seeing other cultures and how people live. Travel can be the vehicle to achieve that."

At the conclusion of the student lecture, Chauncey Thompson-Quartey, a senior majoring in Tourism & Hospitality Management, was presented with the DVP scholarship in Poon Tip's honor. A small group of Tourism & Hospitality students were also invited to attend a private luncheon with Poon Tip prior to his presentation.



*Bruce Poon Tip with scholarship winner
Chauncey Thompson-Quartey and Dean Paul McVety*

National Society of Minorities in Hospitality



The Johnson & Wales Providence student chapter of the National Society of Minorities in Hospitality (NSMH) earned *Chapter of the Year; Largest Membership – Northeast* and *Best Membership Drive* honors from its national parent organization. The group, including Faculty Advisor Associate Professor Dale Silva, were honored at the society's 27th Annual National Conference in Washington, D.C. The award recognizes the chapter that has excelled in its commitment to the society's mission and vision. That includes completing multiple community service projects and creating professional development workshops for its members. NSMH member Claudio Beckford '17 was awarded a position on the National Board as the 2016-2017 Northeast Regional Chair. The three-day conference attracted over 600 students from 80 chapters across the nation. The theme of this conference was "One Nation, One House: Diversity Matters."

Sixteen JWU NSMH student chapter members attended panel discussions and workshops that explored career development and trends in the hospitality industry. They also networked with hundreds of students and employers at the conference's career fair. Chapter co-president, Brian Goodman states, "NSMH has allowed me and countless other students to explore the hospitality industry in depth by celebrating diversity and continuous learning. This conference proved that NSMH is without a doubt, an exceptional organization to be a part of — both on the chapter and national level." To learn more about NSMH, visit the JWU Involvement Network.

Students Collaborate with RI State House

A Directed Experiential Education (DEE) offers students an intensive, term-long, project-based experiential learning opportunity conducted under the supervision of a faculty member. Experiences are driven by a specific industry-based or functional-area-based project completed for a nonprofit or for-profit DEE partner. The course culminates in a formal presentation to the DEE partner.

Associate Professor Chris DeSessa's Tourism and Hospitality students, Avery Reiff, Norma Dunn, Grace Patterson, Tabettha Taylor, Anne-marie Staluppi and Brittany Gaskill recently collaborated with Rhode Island Secretary of State Nellie Gorbea, on a DEE project. The project focused on three different areas; creating additional state house tour offerings, self-guided tour alternatives and implementing a marketing plan. The students brainstormed alternative ideas for historical state house tours. The tours they created were a Women's Tour, a Children's Tour and a Legislative Tour. They also researched effective ways to market and advertise their new tours

such as using social media, advertisements in local written publications and concierge services. The group presented their project to Deputy Secretary of State/Director of Administration Melissa Long, Senior Advisor/Director of Communications Nicole Legace, Education and Public Programs Coordinator Lane Sparkman and Secretary of State Gorbea. The group was impressed with the students' hard work and will consider instituting these additional state house tours in the future.



Secretary of State Nellie Gorbea with JWU Tourism and Hospitality students at the RI State House

Sales Students Complete Annual Sales Blitz

In February, Associate Professor Debbie Howarth's Advanced Hospitality Sales class received the school's first course-embedded Certificate of Experiential Education (CEE) for field experience. The School of Hospitality developed this course as a capstone course for students who want to pursue a career in sales and marketing. The course focuses on examining the sales process, learning about lead generation and both opening and closing a sale.

Since current industry feedback shows that having sales experience, giving presentations and networking are required skills for entry-level sales professionals, Professor Howarth's students collaborated with long-time industry partner, the Providence Marriott Downtown, on a sales blitz. Students were challenged with different tasks—some qualifying sales leads by phone and others making sales calls to area businesses to generate leads for the hotel.

While sales positions are not guaranteed from this course, past graduates have obtained sales positions from companies such as: Hyatt Hotels, Conrad Hotels & Resorts, Swipely Restaurant Marketing, Hilton Worldwide, CVENT, Walt Disney Company, COTG – A Xerox Company, Basic American Foods, and Branches Catering to name a few. Feedback from program alumni also shows the importance of this field experience. "I am pleased that Johnson & Wales University values these field experiences", states Howarth, "and through the CEE designation is providing an additional opportunity for students to be recognized for their work in a manner that will show value to their future employers."

Faculty Development

Ronald Blum

Rhode Island Hospitality Association training seminar, "Serving Up Social Media"

Jane Boyland

Rex Warren

Published "The Broken Restaurant; A Task Force Study", Journal of Hospitality and Tourism Cases

Katie Davin

Published "Five Steps to Setting Impactful Sales Goals for 2016", Hospitality Sales & Marketing Association International

Chris DeSessa

Authored a chapter on cruising for Robert A Brymer's "Hospitality An Introduction", 16th Edition

Jim Griffin

Published "US Chefs Lack Seafood Sustainability Aquaculture Knowledge", *Global Aquaculture Advocate Magazine*

Douglas Stuchel

New York Produce Show and Conference

Brian Warrener

Published "What's Your Product? The Implications of Goods and Services" and "The Death of Craft", *Nightclub & Bar Magazine*

Nicholas Makris

Michael Sabitoni

Brian VanGyzen

Brian Warrener

Judged VIBE Beverage Conference Awards

Community Service

Kathleen Drohan and her students volunteered at the Jingle Bell 5K. This race raised money for Toys for Tots and Project Undercover which distributes supplies to families in need.

Elizabeth VanPatten's Concert & Event Production class raised money for the Joe Andruzzi Foundation. This foundation supports cancer patients and their families and was founded by the former New England Patriots offensive guard and his wife.

2015 Helen Brett™ Scholarship Recipient

Shannon Tavares, a senior Sports/Entertainment/Event Management major, was the proud recipient of the 2015 Helen Brett™ Scholarship, awarded by the International Association of Exhibitions and Events (IAEE). This scholarship was named in honor of Helen Brett, who was a pioneer in the tradeshow industry. The scholarship serves to promote the exhibitions and events industry by attracting college-level students into the field of study and encouraging their pursuit with financial support. This year's recipient is a member of IAEE, as well as a member of the Special Event Society (SES) and Meeting Planners International (MPI). Following graduation, Tavares hopes to gain experience in the events industry by attaining an assistant event coordinator position at the Boston Convention and Exhibition Center.

Students Shine at New York Produce Show

For the past five years, Associate Professor Douglas Stuchel and select students from the department of Food and Beverage Management have attended the New York Produce Show and Conference. This is a world-class annual event that gives the industry's finest produce suppliers as well as the industry's leading service providers the opportunity to meet and interact with buyers from around the globe.

At this year's show, student chefs from North America's top culinary schools foraged produce from each booth to create fantastic dishes to pass out to attendees. Professor Stuchel and his four students had one hour to forage the show floor, speak to vendors and bring back produce items that they wanted to make into quesadillas. The four categories were breakfast, appetizer, globally inspired and dessert. Johnson & Wales won the competition as best overall quesadilla. The winning quesadilla was samosa inspired, made with curried cauliflower with tahini, sweet potato, chick peas, fresh fenugreek and monterey jack cheese. It was served with sweet potato, carrots, coriander and ginger hummus and garnished with radish sprouts.

"The focus for me isn't the competition but the ability for the JWU students to network and experience a part of the industry they are unfamiliar with," noted Stuchel. "Now more than ever, we are an industry of relationships, from grower, to shipper, to purveyor, to chef. Events like these expand the students' education into the foodservice industry on many levels."



Professor Stuchel and Food & Beverage Management students competing at the Produce Show

Club Managers Association of America

Members of the university's Club Managers Association of America (CMAA) student chapter and Professor Matthew Samel's Private Club Management class were hosted by Ali Mahra, general manager at the Hyannis Yacht Club and Kerryan O'Connor, dining room manager at the Rhode Island Country Club. These site visits included tours of the facility and extensive Q&A sessions which explored the benefits, opportunities and skills new managers will need to acquire when seeking employment in the private club industry segment.

By joining the JWU CMAA, students begin taking the steps to further their professional development in the club management industry by participating in meetings, events, practical work experiences, internships and educational conferences. For more information about joining, contact the JWU Involvement Network.

Guest Speakers

A number of hospitality industry professionals generously donated their time and shared their expertise with hospitality students in the classroom. They provided a look behind the scenes and helped provide the students with a better understanding of what it takes to be successful. Thank you!

Jason Lancot
General Manager
Flik Hospitality

Henry Howard
National Sales Manager
Chartwells of Compass

Maggie Fisher
Vice President of Marketing
Compass Group

Charlie Breagy
Race Director for CVS 5K

John Finamore
Senior Vice President
Penn National Gaming

Jim Karpeichik
Director of Photography & Editor
Ocean State Video

Steven Feinberg
Executive Director
Rhode Island Film Institute

Brett Uttley
Coach
Seattle Sounders

Cindy Salvato
Tour Guide
Savoring Rhode Island Tours

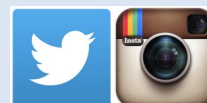
Eric Zuena
Owner
ZDS Architectural Design Services

Kate Beger
Sales Manager
Great Horse Country Club

Martha Sheridan
President & CEO
Providence Warwick CVB

Tom Parrish
Executive Director
Trinity Repertory Company

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